

Chamber of Commerce History

- 1- See Program of Work for 1940
These all were definite guides.
- A- Had Salt Lake Utah railroad remove tracks from center street
- B- Worked successfully to build an unpaved road for automobiles into Mirror Lake area
- C- Raised ^{amounting to \$2916.00} ~~the sum of \$5000~~ for a special bursary fund as a donation to BPH: ~~special~~
- D- Completed drive for funds for Utah Valley Hospital (work with the Commonwealth Fund)
- E- Sponsored and brought to Provo the great high school bands (Rocky Mt. Region) contest
- F- Sponsored the Annual Christmas Parade and Celebration
- G- Developed strong highway activity on road improvement through Utah Co. including improvements in Provo Canyon

UPB

H. Launched the Proposed Hotel
Committee efforts. Bought the
site where J. C. Penney Co is,
(Hotel failed)

I. Gave strong support to federal legisla-
tion including the "Boulder Canyon
Project Adjustment Act."

J. Sent two boys to "Boys State".

K. Vigorous efforts to bring industry to Han Co.

L. Interest in and publicizing Pross as a cultural
center.

M. Recommended, after study, the food stamp ^{plan}

N. Worked for (after establishing a committee) "Bonds
for Britain."

O. Adopted the program of the "federal food stamp ^{plan}

P. Adopted and operated a "radio" program
reporting efforts of Chi. of Com. for Pross.

Q. Adopted a program of excessive federal
expenditures.

P. Efforts to maintain forests in their natural habitat.

Q. Worked to establish a munitions plant in Utah Co. Preferably at mouth of Snake Fork Canyon.

R. Gave strong support to beginning of a vocational school in Pocatello to serve Utah Co.



Herald Photos/Jason Olson

All paths lead to the door of the Provo/Orem Chamber of Commerce, now located on the main floor of the elegantly restored Old County Building.

Provo/Orem Chamber has best year

Most Livable Cities designation is shot in the arm

By CHRISTI CONOVER
Herald Staff Writer

To the Provo/Orem Chamber of Commerce, 1991 meant moving to new offices, resurrecting the Utah County Fair and answering thousands of inquiries regarding America's most livable cities.

"I thought last year was one of the best years the chamber has ever had," chamber executive director Steve Densley said. At the beginning of 1992, the chamber had over 700 members.

Formerly located at 777 S. State in Orem, the chamber moved during the year to newly remodeled offices in the Old County Courthouse at 51 S. University Avenue in Provo.

The move placed the chamber near the offices of members of Utah's congressional delegation as well as the Utah Travel Council and county government offices.

"The impression we're having with visitors that come to the area has just been outstanding," Densley

said. Relocating made it easier for the chamber to refer people to these various services, he said.

chamber will evaluate the fair and decide if it will continue to support it, Densley said.

"The impression we're having with visitors that come to the area has just been outstanding."

**— Steve Densley, executive director
Provo/Orem Chamber of Commerce**

During the summer, the chamber managed its first county fair "because we just simply hate to see this county not highlighted," Densley said.

Before the fair in 1991, the size of the annual county fair had been significantly reduced. The chamber then signed a three-year agreement with the county to produce the fair each summer.

After the next two years, the

At the beginning of 1992, the chamber continued to receive mail and phone calls asking for information due to Money magazine's designation of Provo/Orem as America's most livable city. Shortly after being featured in Money, the chamber reported receiving 100 calls per day.

Also in 1991, the chamber expanded its government review council to 20 members and the group became more active. The council

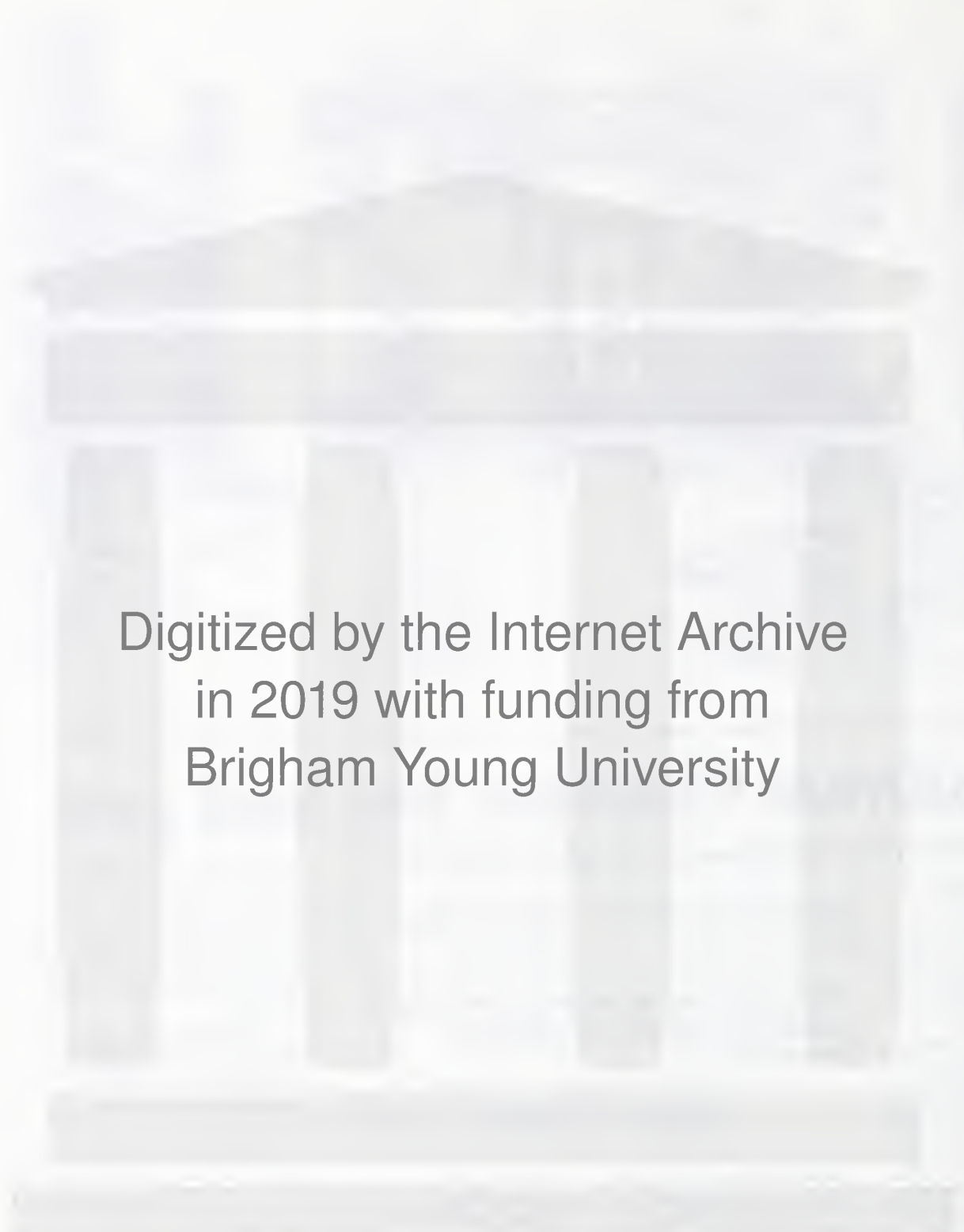
reviews issues before recommending whether or not the chamber should support them.

The chamber took its first stand regarding political candidates in 1991, backing two city council hopefuls in Orem and two more in Provo.

"In my opinion, that was a major change of course for the chamber," Densley said. The philosophy may be that people in public office should understand the needs of small business, he said.

In addition, the chamber began its half-hour weekly radio show on KFM 960 AM where chamber officials discussed upcoming events and issues.

A yellow ribbon day was hosted by the chamber at University Mall in Orem to promote support for the troops in the Persian Gulf. The chamber also continued work on Business Education Together, a program designed to get businesses involved in educational partnerships.



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C. of C. Lists Accomplishments

By NEVIN R. LUMBURG

Executive Vice President

Provo Chamber of Commerce
At the end of each program year, I believe it is important for the chamber of commerce to report to the business community and to the citizenry at-large. As our new program year begins April 1, it is time now to make that report. It comes in the form of a "list of accomplishments" for the '81-82 year just being completed.

The economic development council, consisting of several committees and task forces lists the following: 1) Actively supported the Provo mall and hotel projects. 2) Followed the progress of Academy Square, Old Mill Town and Provo Town Square. 3) Helped start the new Provo Development Company. 4) Assisted in rewriting the Provo sensitive lands ordinance. 5) Supported the Heritage Mountain project. 6) Worked with the Utah County Travel Council in coordinating county-wide promotion efforts. 7) Established the Utah Valley Manufacturers Council. 8) Worked with Provo City on accreditation lands legislation. 9) Assisted the city on the new south industrial park. 10) Helped develop amendments to the M-1 light manufactur-

ing zone. 11) Initiated a program for a funded industrial specialist position for the city and chamber. 12) Assisted the progress of the Billings industrial park. 13) Responded to inquiries interested in Provo for possible industrial expansion.

Not to be outdone, the chamber's legislative action council, with several other committees, shows these achievements: 1) Conducting a comprehensive analysis of the city budget. 2) Legislative trip to Salt Lake-Utah State Capitol. 3) A candidate forum for city council candidates. 4) Directing the Provo Citizens for Council/Mayor government movement. 5) Monitored parking time zone changes and arranged for hotel lot replacement parking. 6) Actively supported Reagan administration budget and tax cut proposals. 7) Successfully addressed the issues of severance taxes, striking of public employees, cardiac care facility at Utah Valley Hospital, architectural barriers to the handicapped, city electric rates, voted leeway election, union control of government, Utah County travel council funds, school district budget and MX. 8) Produced and distributed the city council candidates questionnaires. 9) Met with, individually, state area represen-

tatives and senators on issues affecting business in our area.

The items of the above two councils couldn't be done, of course, without strong internal operations of the chamber and an active involved membership. So to lend its part, the membership-community relations council lays its year to rest with these mentions: 1) Monthly newsletters supported by advertising and with a diversification of writers. 2) Numerous press releases with new objectivity. 3) "Voices of the chamber" calling list brought up to date. 4) Public service announcements for membership drive. 5) Provo promotion campaign press packets. 6) Promotions for an MX seminar, membership meetings, Mayor/Council form of government, women's division picnic accreditation, sidewalk sale, new teacher luncheon, fall elections, SBA meetings, Christmas activities honored citizen award Governor Matheson's speech, leadership retreat and the annual banquet. 7) A total of 134 new chamber members signed up from 4-81-3-82. 8) Twenty-five Handshakers grand openings of new businesses sponsored. 9) Handshakers goodwill tour to Delta area. 10) Monthly membership meetings. 11) The an-



nual installation banquet. 12) Women's division picnic in the park. "Provo's Got It. Get It" promotion help, and Christmas lights parade, and live nativity.

In addition to the listed items above, the chamber staff were responsible for answering an estimated 15,000 mail, phone, and counter inquiries from visitors and new businesses to our area, and from local residents.

Probably the largest undertaking and the one with the most public exposure, was the change in Provo City's government, to a Council-Mayor system. Area business overwhelmingly supported this movement and new life was demonstrated in our local political affairs by the fact that 42 candidates participated in the fall municipal election.

The Provo Chamber of Commerce is proud and genuinely happy to have been involved with all of the items mentioned in this article. These are accomplishments made possible by the cooperative efforts of the business community, local government, and the community at large working harmoniously together to create an even better place to live, work and play.

CC Lists Record In '58 Report

Solid Accomplishments Noted In 10 Months; Early Report Necessary

The Provo Chamber of Commerce has racked up a record of good, solid accomplishments in the first 10 months of 1958, according to the annual report of Manager Robert E. Halladay, issued today.

Mr. Halladay compiled the report earlier this year since he will leave soon to accept a position as executive director of the Utah Manufacturers Association in Salt Lake City.

Here are some of the highlights his report:

Aviation, Merrill Christopher, chairman. The committee prepared two cases for hearings before the CAB on extension of services of Bonanza Airlines, including service to the Glen Canyon area.

B-I-E Day, Arthur McQuiddy, chairman. George Romney, president of American Motors, was speaker at a tremendously-successful banquet capping the 1958 B-I-E Day in which 19 Provo business and industrial firms and 275 teachers participated.

BYU-Community Relations, Dr. Da Costa Clark, chairman. The committee has worked for closer university-community cooperation and the committee chairman headed the BYU Destiny Fund drive in Provo.

Business Climate, Norman O. Williams, chairman. An auspicious beginning in solving business and industrial problems was made through visits to several plants and careful studies in many fields.

Christmas Celebration, Ward Heal, chairman. Work is underway on what should be one of Provo's greatest Christmas celebrations.

Congressional Action, Frauch Rowe, chairman. Hearings with congressional candidates and lobbying for or against proposed legislation highlighted the year's action.

Conventions, Aura C. Hatch, chairman. The committee has worked for more conventions and helped arrange facilities.

Forest and Provo Canyon, Dr. Vasco M. Tanner, chairman. The group worked diligently on conservation and flood control projects.

Fun Party, S. E. Jacobson, chairman. An outstanding outdoor party climaxed the C. of C. membership drive.

Good-Will Tour, Carlos Yeates, chairman. Forty-five members flew to Las Vegas and conferred with Bonanza Airlines and C. of C. officials there.

Home Improvement, H. J. Heisch, chairman. A campaign was carried out to get home owners to improve and clean up their homes and premises.

Highways, H. S. Vance, chairman. Championed the Provo view before many hearings on road problems, including the coming freeway development.

Membersdip, Emerson Hady, chairman. The chamber's membership was brought to a new high of about 500.

Ambitious '71 Program of Work

An ambitious "program of work" has been calendared for 1971 by a committee of past Chamber of Commerce presidents headed by Dell S. Ashworth, chairman. Mr. Ashworth was president of the C. of C. in 1969.

The objectives, by divisions, are as follows:

AVIATION DIVISION — To build the image of the Provo Airport by improving the road, the signs, and main entrance, and by promoting an Air Show with the "Thunderbirds" as the main attraction; To improve services by working for a Flight Service Station, and making it Utah's Air Freight Depot.

AMBASSADOR DIVISION — Promote tours to local industries, neighboring communities, and selected distant cities to promote good will, and to research efforts in industrial promotion and image building. Appoint "ambassadors" to assist in promoting and welcoming new businesses and industries and to recognize achievements within our business community.

BEAUTIFICATION DIVISION — Promote cleanup, fix-up, and beautification throughout the community with emphasis on the entrances into the city by car, bus, train, or plane. Work with the city in developing effective programs for weed and trash control, building refurbishing, and landscaping throughout the community, with special emphasis on fixing-up the Downtown, and keeping its streets clean after the busy Saturday nights.

BUSINESS DISTRICT DIVISION — Support expansion of present businesses in Provo as well as incoming new businesses to locate in Downtown. Cooperate to obtain better parking in the downtown area and outlying shopping districts. Work with city government and committees active in improving the downtown, such as the Utah Valley Cultural Center Committee.

EDUCATION DIVISION — Promote an interchange of ideas between Chamber members and the school and university community through active involvement in mutual projects, through BIE and EIB Days and other such efforts. Work to develop public understanding and legislative support for improvements in our schools, including statewide reorganization and consolidation of school districts to achieve



DELL S. ASHWORTH

state, county and city government officials to discuss legislation that will affect our community. Develop a program of informing the public by news releases and letters to the editor to support legislation beneficial to the business community and thereby to all citizens.

HEALTH AND SANITATION DIVISION — Support local, state and federal programs for youth, with special attention to the drug problem. Become informed on present health programs including immunization, sanitation, mental health, pest controls, and air pollution.

HIGHWAY DIVISION — Develop programs to involve the Chamber of Commerce in planning city streets and highways, and to inform the public about them. Stress public safety. Explore means of improving traffic flow in the downtown area. Continue work on Provo Canyon Highway. Work to improve Second West as a major road, obtain a semaphore at the diagonal and to change the name of the street to Millrace Avenue to denote its historic value to the community.

INDUSTRIAL DIVISION — Take the leadership in obtaining cooperation among the many groups working on industrial promotion within the city and county and assist in establishing industrial parks. Continue a program of having members of the Chamber visit existing industries within the community. Develop programs to inform the public of the values of their industries.

MEMBERSHIP DIVISION — Promote the image of the Chamber of Commerce and the pride of belonging to it. Set the month of April as the annual membership drive and develop a membership roster. Provide a large map of Provo for the new Chamber offices with pins locating individual members of the Chamber.

MERCHANTS DIVISION — Develop the annual merchant's calendar and a monthly merchants bulletin to coordinate their events with public and BYU schedules and to develop a more cooperative feeling among the segments of our society. Continue to improve Christmas events and plan a continuing program of improving Christmas decorations. Work toward improving parking in the downtown by the construction of more parking lots or ramps. Develop a Better Business Bureau in Provo.

NATURAL RESOURCES DIVISION — Urge all cities in Utah County to have a program to preserve the mountain areas. Develop a green belt area instead of the unsightly area that shows on the slopes of the Wasatch Range. Develop a program to: Check flood control areas; littering; water resources; and assist the U.S. Forest Service in protecting the tourist areas to preserve the natural beauties. Work with City, County, State, and Citizens to preserve the watersheds, streams, and springs from pollution; also a filtering plant in Utah County.

PARKS AND RECREATION DIVISION — Develop and work towards recreation areas in the Provo Canyon, South Fork, Upper Falls Resort, and the Four Seasons area. Work with the City of Provo to improve ice skating, sleigh riding, skiing and snowmobiling areas. Increase the participation in the Provo Chamber of Commerce annual golf tournament. Also work towards playoffs of all sports for the Provo areas. Develop an inventory of all recreation areas in this area; work with Uinta National Forest to complete such an inventory.

PUBLIC RELATIONS — Sponsor the annual BYU-Community Banquet; annual meeting of the Provo Chamber of Commerce; visitations to other Chambers of Commerce in

the County. Develop a program to improve and sell the image of the Chamber; the monthly Chamber of Commerce Chambergram. Develop a brochure "What to See and Do in Provo." Work towards a "Buy in Provo" program and assist each Division in their awards program.

TAX DIVISION — Develop the Tax Division as the most important Division in the Chamber by developing an education program - news media program - monthly news letter to keep Chamber of Commerce members informed. Study all taxes, city, county, state, school and federal and make recommendations to Board of Directors. Hold meetings with legislators of Utah County to become acquainted with their actions during the 1971 Legislature.

TOURIST AND CONVENTIONS DIVISION — Sell and promote that tourism is big business. Keep tourist information booth open. Keep full display of tourist information brochures. Develop convention program and brochure "Why You Should Hold Your Convention in Provo." Work with Public Relations Division to develop brochure "What to See and Do in Provo" and develop a community

(Continued on P. 14A)

Ambitious Goals Spelled Out for 1970

An ambitious "program of work" has been adopted by the Provo Chamber of Commerce for 1970, aimed at contributing significantly to the community's civic, economic and cultural progress.

The program was formulated by the Past President's Division, with Dr. R. Wendell Vance, immediate past president, as chairman.

In formulating the 1970 objectives, Dr. Vance and his group invited all chairmen of standing committees for 1969 to present their recommendations at a series of meetings.

The proposed work program was presented to the board of directors and approved by that body. A partial list of the objectives for the various C. of C. divisions follows:

Aviation Division — Improve airport road and beautify entrance; erect attractive sign at entrance; develop master plan for hangars and parking facilities; work for a weather station, air freight depot and other needed facilities.

Goodwill Trips

Ambassador Division — Carry out meaningful tours, including one trip annually that would include wives; organize a special group of ambassadors to handle inter-state promotion.

Beautification Division—Sponsor cleanup, fixup and beautification week; beautify the city's main entrances and business areas downtown; mobilize service clubs, schools, scouts and other groups in the beautification program; support BYU's "Y Day" efforts.

Business District Division — Support Sears and other insti-

tutions in expansion programs; develop downtown parking; work closely with planning commissions; improvement of mall parking signs.

Education Division — Sponsor BIE and EBI Days, seeking wider community support; promote vocational education; polish relations with educational institutions.

Patrol Office

Government Division — Meet with the county commission on matters pertinent to growth and progress; encourage highway patrol to locate a new office near the Provo exits from Interstate 15; sponsor meetings with city, county, state and national representatives of government.

Health and Sanitation — Promote Utah Lake cleanup and extension of sewer lines to the



DR. R. WENDELL VANCE
Division Chairman

state park; study social problems of youth, including drug problem; support "D for Decency" week; study health services and needs.

Highway Division — Evaluate city streets and recommend improvements; promote state-city-county cooperation in street and highway programs; assist in study of roads leading to Provo Temple; foster highway safety efforts.

Industrial Division — Mobilize public effort in increasing economic opportunities through industrial development, both in expanding present industries and attracting new ones. Develop a harmonious relationship with Uvida, governmental agencies and others. Assist BYU in developing its industrial park.

Roll Campaign

Membership Division — Conduct an early 1970 membership drive; investigate possibility of hiring a full-time contact man; develop a program of pride in belonging to the Chamber; install a credit card plan for paying membership dues.

Merchants Division — Help plan business promotions; improve the signing of downtown parking areas; make new businesses welcome; coordinate merchants - BYU activities; sponsor Christmas lighting decorations and the yule parade.

Natural Resources — Check flood control problems; seek enforcement of littering laws in

green belt areas; promote water resources program. program in city; develop winter recreation (See AMBITIOUS GOALS, P. 23)

SUNDAY, FEBRUARY 1, 1970
Provo, Utah

Sunday Herald 13B

Natural Resources, W. T. Purvane, chairman. Plans for a study of all natural resources were formulated.

Taxes, Jackson Howard, chairman. The group looked into tax bills, attended budget hearings, and advised the Legislative Council tax committee.

Tourist Promotion, Earl Moss, chairman. A successful tourist promotion clinic, and publication of tourist brochures, highlighted the year's work.

Merchants Council, Ed Shriver, chairman. The committee has held several retail development promotions during the year.

New Industries, Fred Myers, chairman. This new committee has launched a concerted program to attract new industries and payrolls to Utah Valley.

Elections, Weldon J. Taylor, chairman. The group has selected a slate of 14 candidates for the board of director election this fall. The list will be supplemented by nominations by the membership.

Besides the committee work, according to the report, the Chamber carries out many other activities, including the answering of "15,000 to 20,000 inquiries from individuals across the United States asking for all types of information." An annual survey of building and construction in Utah County has become a valued service.

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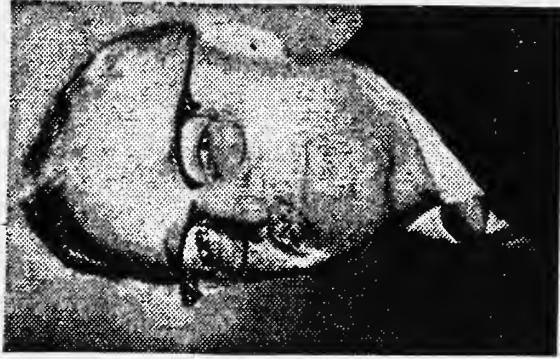
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(See AMBITIOUS GOALS, P. 23)

SUNDAY, FEBRUARY 1, 1970
Provo, Utah

Sunday Herald 13B

The Daily Herald

The only daily newspaper devoted to the progress
and advancement of Central Utah and its people

FRIDAY, JANUARY 17, 1958

Provo Chamber Gains Stature

The Provo Chamber of Commerce has taken on a lot of stature over the years, and is today a vital force influencing the growth and well-being of the community.

This fact becomes apparent as one scrutinizes the Chamber's annual report, released this week.

Mobilizing the services of hundreds of volunteer workers, coordinated by the professional staff, the Provo Chamber in 1957 reached a new high in membership of 478 business, industrial and professional firms. While its services and influence cannot be measured in terms of a definite yardstick, chances are they too reached a record level.

The Chamber has shown, by the positive stand it has taken in such affairs as the super-highway routing and the fight to get Provo on a regular airline route, that it is not afraid to step out boldly in any

A few of the most noteworthy achievements of 1957, taken from the annual report of Robert E. Halladay, manager, include:

1. For the second straight year the C. of C. sponsored an outstand-

ing Christmas parade and celebration which put Provo back on the map in this category after a few years of mediocrity.

2. The fourth annual Business-Industry-Education Day sponsored by the Chamber won a national award.

3. The C. of C. presented a case in Washington which undoubtedly was the deciding factor in Provo's getting air service on the Bonanza Air Lines, due to start soon.

4. Through a cooperative project between the Chamber and the BYU film studio a sound-color movie, "The Fruitful Years," was completed, amounting to a splendid public relations for the community and the school. It is being shown to schools and civic groups and has already been on a national video hookup.

5. The Chamber moved into a new ground-floor building, greatly increasing its accessibility and prestige.

6. An active highway program was carried out that included hearings before the State Road Commission on improvement of Highway 91, problems connected with the proposed freeway through the county, and opposition to the Cove, Fort route for another interstate highway that would bypass Utah County.

Many other projects are detailed in the report. All in all they amount to quite a sizeable job. The work done in 1957 can be duplicated—and enlarged upon—this year, and in succeeding years, if everyone involved—officers and directors, executive staff, volunteer committee workers, firms and individuals holding membership, and the public itself catches the vision of the program and works for its accomplishment.

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1957 Was Good Year For Valley; What About '58?

(Continued from Page One)

role played by watersheds in collection of culinary waters and flood prevention.

The American Fork watershed was approved for study as to a possible watershed repair project, under the small watersheds bill administered by Soil Conservation Service, and work continued on Santaquin watershed, which has become an international show place.

Soil, Water Conservation

Less spectacular but equally important was continuous progress made in soil and water conservation by soil conservation districts during the year.

Work began in Rock Canyon under forest service direction to terrace and reseed eroded slopes, and is expected to continue to include repairs of slopes in Slate Canyon and Little Rock Canyon, all draining the west slopes of Provo Peak. Local groups are sponsoring repairs of slopes below the forestlands. Similar work is under study in Hobblecreek Canyon.

The year 1957 saw accord in location of the new freeway paralleling U.S. 91 through Utah County, and united efforts to win routing of a second freeway through Spanish Fork Canyon instead of the controversial Cove Fort routing.

The year saw election and inauguration of two new councilmen and reelection of Councilwoman Stella Oaks by a large majority and the naming of a new mayor, Councilman Marion Hinckley and assistant mayor, Mrs. Oaks.

Utah County ordinances were completely revised and published, and Provo City review of ordinances begun.

Zoning controversies flourished during the year. Commercial zoning continued to move up North University, including the intersection with Twelfth North, and complete overhaul of the city's zoning ordinances was begun.

In December, 1957, the Southern Utah Labor Council, comprising 24 AFL-CIO unions, completed formal organization.

Will 1958 Do as Well

By JOAN GEYER

As time shifts gears from one year into the next, communities like people, customarily take inventory.

On the credit side, 1957 could tote up some solid achievements.

Provo City for the first time in 1957 won state and federal health department approval of culinary water; and settled title to Thomas Springs in South Fork, Provo Canyon.

Building permits in 1957 totaled \$7,128,175, up \$1,429,643 over previous record year of 1954.

Christmas retail sales also set a new record.

Provo development was mirrored in many ways:

In annexation of some 100 acres of choice subdivision lands to the northeast; opening of an access street, Eighth North, into Grand View; completion of the Corleissen bridge and improvement of the boat harbor road; new subdivisions in Sunset area; construction of the Second West off-street parking lot; and covering of a longtime drowning hazard to children, the Second West mill race.

Brigham Young University in 1957 broke ground for

its new men's dormitory; set up a married students housing project and late in the year announced plans for an additional \$12,000,000 expansion program.

New Hospital Wing

The new \$2,000,000 wing at Utah Valley Hospital was almost completed in 1957, and substantial progress made in construction of first unit of a \$2,000,000 Sunset Manor hospital to replace the county infirmary.

The Provo Chamber of Commerce won its fight to

get Bonanza Air Lines franchise for daily flights to Provo, to begin this month.

The Provo Chamber during 1957 moved into new ground-floor office at 290 West Center. Provo's Chamber won a national award in 1957 for outstanding community cooperation with schools through its BLE (Business-Industry-Education) Day and EBI (Education-Business-Industry) Day.

Public awareness continued to grow as to crucial

(Continued on Page Four)

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Christmas retail sales also set a new record.

Provo development was mirrored in many ways:

In annexation of some 100 acres of choice subdivision lands to the northeast; opening of an access street, Eighth North, into Grand View; completion of the Corleissen bridge and improvement of the boat harbor road; new subdivisions in Sunset area; construction of the Second West off-street parking lot; and covering of a longtime drowning hazard to children, the Second West mill race.

Brigham Young University in 1957 broke ground for

get Bonanza Air Lines franchise for daily flights to Provo, to begin this month.

The Provo Chamber during 1957 moved into new ground-floor office at 290 West Center. Provo's Chamber won a national award in 1957 for outstanding community cooperation with schools through its BLE (Business-Industry-Education) Day and EBI (Education-Business-Industry) Day.

Public awareness continued to grow as to crucial

(Continued on Page Four)

1957 Was Good Year For Valley; What About '58?

(Continued from Page One)

role played by watersheds in collection of culinary waters and flood prevention.

The American Fork watershed was approved for study as to a possible watershed repair project, under the small watersheds bill administered by Soil Conservation Service, and work continued on Santaquin watershed, which has become an international show place.

Soil, Water Conservation

Less spectacular but equally important was continuous progress made in soil and water conservation by soil conservation districts during the year.

Work began in Rock Canyon under forest service direction to terrace and reseed eroded slopes, and is expected to continue to include repairs of slopes in Slate Canyon and Little Rock Canyon, all draining the west slopes of Provo Peak. Local groups are sponsoring repairs of slopes below the forestlands. Similar work is under study in Hobblecreek Canyon.

The year 1957 saw accord in location of the new freeway paralleling U.S. 91 through Utah County, and united efforts to win routing of a second freeway through Spanish Fork Canyon instead of the controversial Cove Fort routing.

The year saw election and inauguration of two new councilmen and reelection of Councilwoman Stella Oaks by a large majority and the naming of a new mayor, Councilman Marion Hinckley and assistant mayor, Mrs. Oaks.

Utah County ordinances were completely revised and published, and Provo City review of ordinances begun.

Zoning controversies flourished during the year. Commercial zoning continued to move up North University, including the intersection with Twelfth North, and complete overhaul of the city's zoning ordinances was begun.

In December, 1957, the Southern Utah Labor Council, comprising 24 AFL-CIO unions, completed formal organization.

By JOAN GEYER

As time shifts gears from one year into the next, communities like people, customarily take inventory.

On the credit side, 1957 could tote up some solid achievements.

Provo City for the first time in 1957 won state and federal health department approval of culinary water; and settled title to Thomas Springs in South Fork, Provo Canyon.

Building permits in 1957 totaled \$7,128,175, up \$1,429,643 over previous record year of 1954.

its new men's dormitory; set up a married students housing project and late in the year announced plans for an additional \$12,000,000 expansion program.

New Hospital Wing

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WHAT IS THE CHAMBER DOING FOR YOU?

CHECK SOME OF OUR RECENT ACCOMPLISHMENTS!:

June 1980 → present

- ✓ A new Sign Ordinance--much less restrictive than the previous version
- ✓ Holding the Franchise Tax to 5%--a savings of 2% on every gas and telephone bill for Provo businesses and residents
- ✓ The successful Save Geneva Coalition--we were active members of the effort to secure our EPA-Geneva agreement, and now we're working to save our steel industry nationwide
- ✓ Offering a Council-Mayor government form for Provo--we are leading in this campaign to provide a greater future for Provo and its business community
- ✓ Two major Industrial Parks are developing rapidly with the Chamber's backing and assistance
- ✓ Continued progress toward a Provo Mall, Downtown Hotel, Heritage Mountain, and other major projects
- ✓ Actively promoted support for the Reagan Administration Tax and Budget Cuts
- ✓ Implemented Parking Time Zone Changes in downtown to increase availability of parking for customers
- ✓ Streamlined, more efficient Building Permit procedures within City departments--a result of a study and recommendation made by a Chamber task force
- ✓ Scoring 'perfect' on Eight Tax Issues during the 1981 session of the Legislature--all of which greatly impact business
- ✓ Established a Small Business Administration/Service Corps of Retired Executives Counseling and Resource Center in the Chamber office
- ✓ Produced a new Community Economic Profile, to aid in our promotion and attraction of new business
- ✓ Publishing a dynamic, new Provo City Map and Brochure--for use of residents, newcomers, and business
- ✓ Creating a major Provo Promotion Campaign, to begin mid-1981 and continue into following years. Provo City and the Chamber are cooperating together to produce a professional, exciting new approach to encourage citizens and merchants to support each other
- ✓ Monthly Membership Meetings and Forums with Legislators keeps members and the public informed on vital issues
- ✓ Business-Industry-Educator Days with our school district enhance local business' relationship with educators

